

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows

1. (Currently Amended) A ~~system method of~~ using ~~[[the]] non-protocol portion of~~ a plurality of Universal Resource Locator (URL) names to represent identify a first individual[[s]] [[by]], within an internet-connected application executing on a processor, the method comprising:
 - ~~a.~~ providing the plurality of URL names to multiple domain name servers, wherein each of the plurality of URL names comprises a third level domain name and a second level domain name, the third level domain name being a Having the individual's name or representation of [[his]] a name of the first individual, wherein at least one of the plurality of URL names has a file suffix; as the third level domain name (subdomain) associated with a second level and first level domain names, and
 - ~~b.~~ Having file directory names for the above such that using his name subdomain file directory combination can show, providing a first profile of the first individual to a first web page accessible using [[the]] Internet http addressing with a first URL name of the plurality of URL names; his differing web content (profiles) for different file suffixes,
 - ~~e.~~ providing a second profile of the first individual to a second web page accessible using Internet http addressing with a second URL name of the plurality of URL names; giving the individual the ability to change his file directory name while retaining its original web content, and
 - ~~d.~~ having this name change process such that it is layman user friendly,
 - providing a third profile of a second individual to a third web page accessible using Internet http addressing with a third URL name of the plurality of URL names;
 - inputting the first URL name, the second URL name, and the third URL name into the Internet connected application to obtain an inputted first URL name, an inputted second URL name, and an inputted third URL name;
 - extracting at least one identity of the first individual based on the third level domain names

and the second level domain names of the inputted first URL name, and the inputted second URL name; and
organizing the first profile, the second profile, and the third profile according to the at least one identity in the Internet connected application.
~~such that the individual can have an easy way to communicate his representation, have profiles of his communicated representation be addressable and shown on the Internet.~~

2. (Cancelled)

3. (Currently Amended) The ~~website in~~ method of claim 1 [[2]] applied toward eCommerce,
a. ~~Whereby each individual has his own name subdomain domain file directory website address to use to as an~~ wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within an eCommerce site.

4. (Currently Amended) The ~~website in~~ method of claim 1 [[2]] applied toward employment,
a. ~~Whereby each individual has his own name subdomain domain file directory website address to use to as an~~ wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within an employment site.

5. (Currently Amended) The ~~website in~~ method of claim 1 [[2]] applied toward matchmaking,
a. ~~Whereby each individual has his own name subdomain domain file directory website address to use to as an~~ wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within a matchmaking site.

6-11. (Cancelled)

12. (New) The method of claim 3, wherein the second individual is identified using the third level domain name and the second level domain name associated with the at least one identity within the eCommerce site.
13. (New) The method of claim 5, wherein the second individual is identified using the third level domain name and the second level domain name associated with the at least one identity within the matchmaking site.
14. (New) The method of claim 1 applied toward contact management, wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within a contact management application.
15. (New) The method of claim 14, wherein the second individual is identified using the third level domain name and the second level domain name associated with the at least one identity within a contact management application.
16. (New) The method of claim 1, further comprising
retrieving at least a portion of the first profile, the second profile, and the third profile from
the first web page, the second web page, and the third profile into the Internet
connected application.
17. (New) The method of claim 1, wherein organizing the first profile, the second profile, and the third profile comprises consolidating a first data field of the first profile with a second data field of the second profile if the third level domain names of the first URL name and the second URL name are identical, the second level domain names of the first URL name and the second URL name are identical, and the first data field and the second data field consist of same data, and wherein the consolidation comprises removing a duplicated data.
18. (New) The method of claim 1, wherein organizing the first profile, the second profile, and the third profile comprises prioritizing a first data field of the first profile and a second data field of the second profile if the third level domain names of the first URL name and the second URL

name are identical, the second level domain names of the first URL name and the second URL name are identical, and the first data field and the second data field consist of different data.

19. (New) The method of claim 1, further comprising:

searching a plurality of data fields of the first profile, the second profile, and the third profile based on the at least one identity of the first individual.

20. (New) The method of claim 1, further comprising:

storing the inputted first URL name, the inputted second URL name, the inputted third URL name, and the at least one identity of the first individual on a web server.

21. (New) The method of claim 1, further comprising:

storing the inputted first URL name, the inputted second URL name, the inputted third URL name, and the at least one identity of the first individual on a local device running the Internet connected application.

22. (New) The method of claim 1, further comprising:

storing at least a portion of the first profile and the second profile in the Internet connected application after the organizing.

23. (New) The method of claim 1, wherein the second level domain name of the inputted first URL name of at least one of the plurality of URL names and the inputted second URL name of at least one of the plurality of URL names is different.

24. (New) The method of claim 1, further comprising:

communicating a brand identity of the first individual from the internet connected application based on the at least one identity of the first individual.

25. (New) The method of claim 1 wherein the plurality of URL names are configurable to append web access prefixes to form an internet link to an eCommerce profile of the first individual.

26. (New) A method of using a plurality of Universal Resource Locator (URL) names to establish a brand identity of one of a plurality of individuals within an internet connected application, comprising:

- providing the plurality of URL names on a multiple domain name servers, wherein each of the plurality of URL names comprises a third level domain name and a second level domain name, wherein the third level domain name is a representation of a name of each of the plurality of individuals, and wherein at least one of the plurality of URL names has a file suffix;
- providing a first profile of a first individual of the plurality of individuals to a first web page accessible using Internet http addressing with a first URL name of the plurality of URL names;
- providing a second profile of a second individual of the plurality of individuals to a second web page accessible using Internet http addressing with a second URL name of the plurality of URL names;
- inputting the first URL name and the second URL name into an Internet connected application to obtain an inputted first URL name and an inputted second URL name;
- extracting a first identity of the first individual based on the third level domain name and the second level domain name of the inputted first URL name;
- extracting a second identity of the second individual based on the third level domain name and the second level domain name of the inputted second URL name; and
- organizing the first profile and the second profile according to the first identity and the second identity in the Internet connected application.

27. (New) The method of claim 26, wherein the second level domain name of the inputted first URL name of the plurality of URL names and the inputted second URL name of the plurality of URL names is different.

28. (New) A method of using a plurality of Universal Resource Locator (URL) names to brand one or more organizations associated with a plurality of individuals, comprising:

providing the plurality of URL names on multiple domain name servers, wherein each of the plurality of URL names comprises a third level domain name and a second level domain name, wherein the third level domain name is a representation of a name of each of the plurality of individuals, wherein at least one of the plurality of URL names has a file suffix;

inputting the plurality of URL names into an Internet connected application, wherein the plurality of URL names comprises a inputted first URL name and an inputted second URL name;

extracting a first identity of a first individual of the plurality of individuals based on the third level domain name and the second level domain name of the inputted first URL name in the Internet connected application;

extracting a second identity of a second individual of the plurality of individuals based on the third level domain name and the second level domain name of the inputted second URL name in the Internet connected application;

identifying the one or more organizations associated with the first individual based on the second level domain name of the inputted first URL name in the Internet connected application and the second individual based on the second level domain name of the inputted second URL name in the Internet connected application;

determining a first activity rating of the one or more organizations in the Internet connected application, wherein the first activity rating is associated with the first identity; and

assigning a brand to the one or more organizations based on the first activity rating.

29. (New) The method of claim 28, further comprising:

determining a second activity rating of the one or more organizations in the Internet connected application, wherein the second activity rating is associated with the second identity, and

deriving a combined activity rating of the one or more organizations based on the first activity rating and the second activity rating.

30. (New) The method of claim 28, wherein the second level domain name of the inputted first URL name and the inputted second URL name is different.

31. (New) A computer readable medium, embodying instructions executable by a computer to perform method steps for using a plurality of Universal Resource Locator (URL) names to identify an individual within an internet connected application, the instructions comprising functionality to:

- provide the plurality of URL names to multiple domain name servers, wherein each of the plurality of URL names comprises a third level domain name and a second level domain name, the third level domain name being a representation of a name of the first individual, wherein at least one of the plurality of URL names has a file suffix;

- provide a first profile of the first individual to a first web page accessible using Internet http addressing with a first URL name of the plurality of URL names;

- provide a second profile of the first individual to a second web page accessible using Internet http addressing with a second URL name of the plurality of URL names;

- provide a third profile of a second individual to a third web page accessible using Internet http addressing with a third URL name of the plurality of URL names;

- input the first URL name, the second URL name, and the third URL name to obtain an inputted first URL name, an inputted second URL name, and an inputted third URL name;

- extract at least one identity of the first individual based on the third level domain names and the second level domain names of the inputted first URL name, and the inputted second URL name; and

- organize the first profile, the second profile, and the third profile according to the at least one identity.

32. (New) The computer readable medium of claim 31, wherein the second level domain name of the inputted first URL name of at least one of the plurality of URL names and the inputted second URL name of at least one of the plurality of URL names is different.